



# Foil Stamp File Setup Guidelines

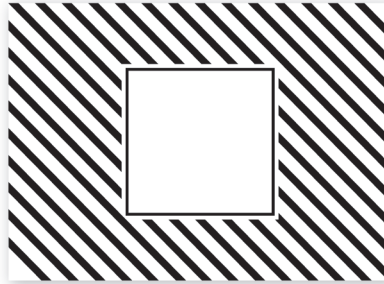
Our foil stamping method is hot foil stamping. Hot foil stamping is a lithography process that uses a heated copper die plate to press metal foil onto high quality card stock creating a dimensional look for text and artwork alike.

For production purposes, foil stamp files **MUST** be set up in three separate files:

## Digital Print File(s)



## Foil File



## Preview File



## File 1

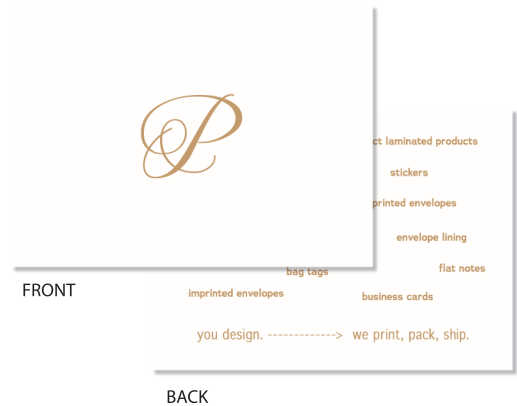
### Digital Print File

This PDF file contains any artwork elements that will be printed.

It **DOES NOT** include any of the foil elements.

Printing files can be set up in one of three ways:

- 1 file for front printing only
- 2 page PDF that includes the front and back file
- 2 separate files - one for the front and one for the back



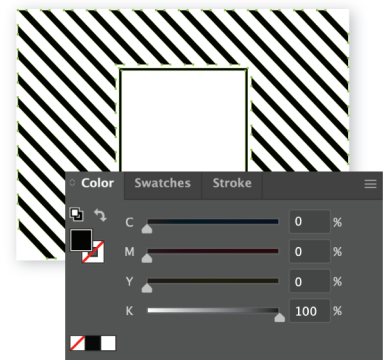
## File 2

### Foil File

This PDF will be a 1 page file and contain only elements used for the foil die.

The file **MUST BE VECTOR** and 100% Key Black.

- All fonts must be **OUTLINED**
- **NO** image files allowed (i.e. jpg, tiff, or png)
- Please do not include any extra pages or artwork that is not a part of the foil die.
- If the design goes to the edge of the card, the file must include a bleed.
- Once the die is created, changes are not possible.
- Please note: recommended minimum line weight is .003"(0.8mm) and .007" (0.178mm) for reverse-out weight.
- What we expect as a vector file: **vector artwork is art that's made up of vector graphics. These graphics are points, lines, curves and shapes that are based on mathematical formulas. When you scale a vector image file, it isn't low resolution and there's no loss of quality, so it can be sized to however large or small you need it to be.**





# Foil Stamp File Setup Guidelines

## File 3

### *Preview File*

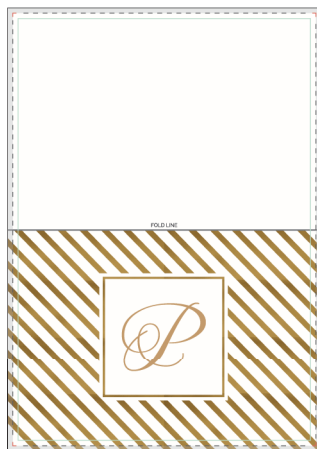
This file should show the expected outcome of the final product.  
The PDF should display the digital printing and foil files combined.  
This file will only be used for a visual reference.

*Note: Your reference file needs to be exported with a bleed area.  
It will not upload to our ordering system if incorrectly sized.*



## Folded Cards

Folded cards can only be foil stamped on the front panel once folded.



## Delayed Foil Orders

Here is a list of reasons why your foil order may be delayed:

- Shifting of text and/or artwork between all 3 files.
- Elements of the foil file is not vector.
- Foil file is a multi-page pdf.
- Artwork from foil file is over the fold line.
- Fonts on the foil file are not outlined.
- Foil file is not 100% K black.
- You are reusing a die, but the files uploaded do not match the die.
- You are reusing a die, but the files uploaded are a different size than the original.

**Please note: If there is an error on your order not due to the foil die, we cannot refund the cost of the die.**



# Foil Stamping Information

## The PrintsWell Difference

After you order your custom die with us, we will store the die for use on future orders.

## Turnaround Time

Due to the labor-intensive nature of Foil Stamping, Rush Production is not available. Consider selecting a faster shipping method for quicker turnaround.



### CUSTOM FOIL STAMPING TURNAROUND

5-7 Business Days  
(Rush Production is not available)



### REORDER USING YOUR EXISTING DIE

3-4 Business Days  
(Rush Production is not available)

## Design Tips

- Foil Stamped cards can be printed front and back.
- Foil Stamping is **ONLY** available on the front of the card.
- All fonts **MUST** be outlined.
- Artwork for dies must be vector.
- Image files **CANNOT** be used to create a die- i.e., no jpg, tiff, or png.
- Heavy artwork that requires a large area to be foil stamped, such as thick borders, are not recommended on our Linen, Felt, or Cotton paper stock. The texture of these paper options will come through during production, and produce undesirable results.

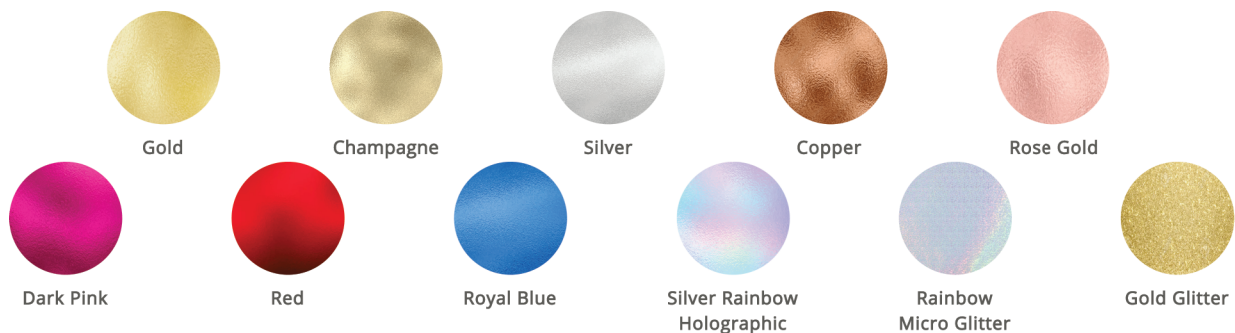
### Shift Allowance

PrintsWell has a shift allowance of up to 1/16" shift. Please see our Designing with Production in Mind guide for more information and a few tips that can help prevent any issues during production.

## Online Ordering

- Foil Stamping is only available using the New Ordering Portal.
- Look for the two product types **Foil Stamped Flat** and **Foil Stamped Folded Cards**.
- New custom die charges are added on the foil stamping tab.

## Available Foil Colors



## Using an Existing Die

- Each die is created based on the original card size ordered. If reusing a die from a previous order, the order **MUST** be the same size as the cards the original die was created to stamp.
- Dies are **NOT** interchangeable on different card sizes.



# Foil Stamping Sizes & Die Pricing

*The Die Charge is in addition to the Foil Stamped Card price.*

*If you reorder cards using a previously purchased die, only the Foil Stamped Card price will apply.*

*Please refer to ordering portal at [orders.printswell.com](https://orders.printswell.com) for Foil Stamp Card Pricing.*

FLAT CARDS	
DIE SIZE	PRICING
2 x 3.5	130
2.5 x 3.5	130
2.75 x 2.75	155
3.5 x 4.875	140
3.5 x 5	140
3.875 x 9.25	140
4 x 4	130
4 x 11	155
4.25 x 5.5	155
4.5 x 6.25	185
4.5 x 6.5	185
4.75 x 6.75	185
5.25 x 5.25	180
5 x 7	175
5.25 x 7.75	190
5.25 x 7.875	190
5.5 x 8.5	165
6.25 x 6.25	150
8 x 8	185
8 x 10	225

FOLDED CARDS *	
DIE SIZE	PRICING
2.5 x 3.5	140
3.5 x 4.875	140
3.875 x 9.25	140
4.25 x 5.5	155
4.5 x 6.25	185
5 x 7	175
5.625 x 7.75	200
5.5 x 8.5	200
5.25 x 5.25	180
5.25 x 5.25 - Trifold	180
5 x 7 - Z-fold	175

\* Folded cards are stamped on the front panel only.

GIFT & WINE TAGS	
DIE SIZE	PRICING
2 x 3.5	130
2.375 x 4	130
2.375 x 4.75	155
2.5 x 6.5 - Wine	155
2.75 x 2.75 - Square	155
2.75 x 4 - Arch	155
2.75 x 4.75 - Arch	155
3 x 3 - Round	130